

CITY OF MINNEAPOLIS

# Citywide Organics Recycling Roll-Out: Education, Outreach and its Impacts



Angela Brenny

Administrative Analyst II

Kellie Kish

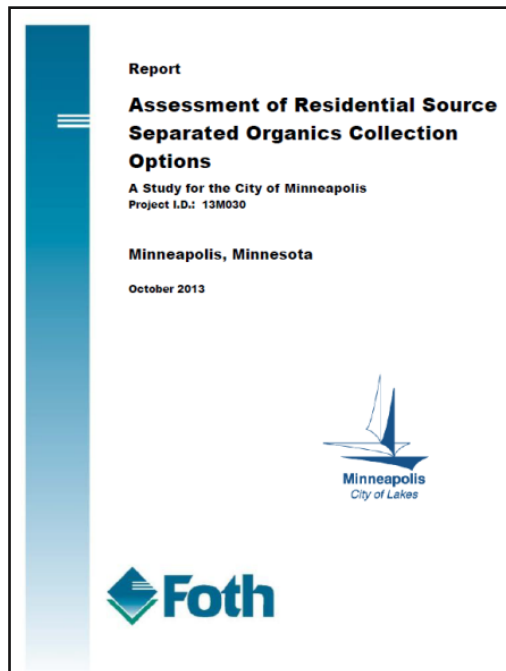
Recycling Coordinator

# Collection Study



November 2012

## City collection of Source Separated Organics (SSO)



### Study Evaluated:

- Cost for collection
- Participation rates
- Greenhouse gas emissions
- Obstacles and barriers to going citywide

\* Report is available on our Studies & Reports webpage.

# Collection Methods Studied



## Collection Method:

1. No SSO Collection (SSO to HERC)
2. Collect SSO Alone
3. SSO Commingled with Yard Waste
4. SSO Co-collected with Yard Waste
5. SSO Co-collected with Garbage



## Definitions:

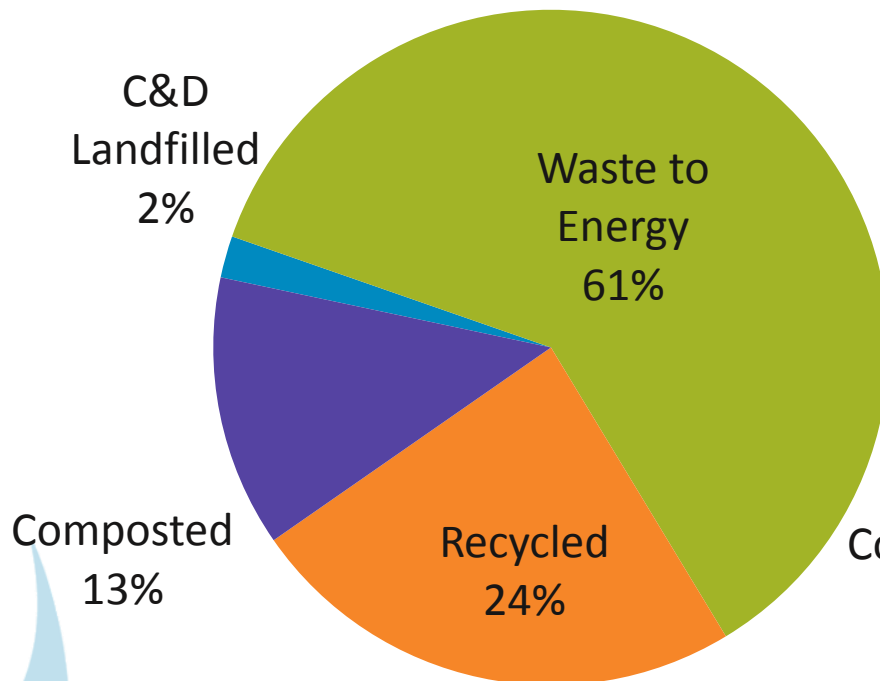
**Commingled:** SSO and yard waste placed together in one cart.

**Co-collected:** SSO in bag placed in same cart as yard waste or garbage with the intention of separating the two materials.

# 2016 Projected Tonnages



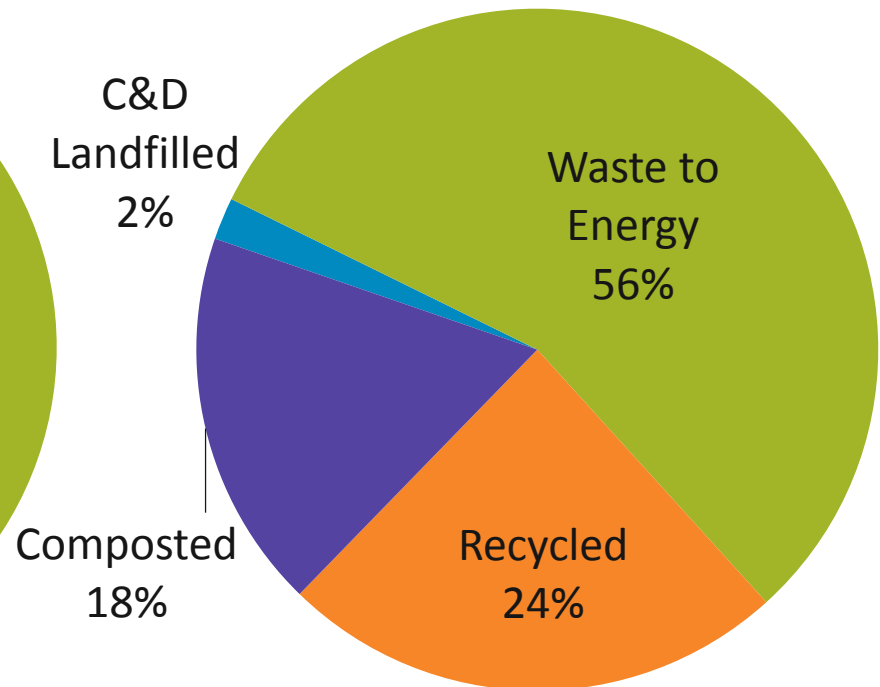
## Without SSO Program



13% Composted:

- 97% yard waste
- 3% organics

## With SSO Program



18% Composted:

- 68% yard waste
- 32% organics



# Direction to Move Forward

- Received with adoption of 2015 Budget
- Rate for all Solid Waste & Recycling customers increased each month:
  - \$3.35 added for organics
  - \$0.65 for other program cost increases
- Opt-in SSO alone program
  - 32-gallon carts for 1-2 unit homes
  - 64-gallon carts for >2 unit homes



# Project Planning

- Allow approx. 12 – 18 months for planning
- Identify risks, and plan contingencies
- Use a phased roll-out of services, if possible
- Choose equipment and carts carefully
- Identify how to collect and store data

# Roll-Out Milestones



When	What
January 2015	City press release (soft launch)
April 2015	Citywide mailings & Promotions (hard launch)
August 2015	Phase I Welcome Kit mailing & cart deliveries begin. Haven't heard from you (2 <sup>nd</sup> mailing)
September 2015	Pilot area cart exchange Phase I of roll-out complete
April 2016	We still Haven't heard from you (3 <sup>rd</sup> attempt)
May – June 2016	Phase II Welcome Kit mailing & cart deliveries begin
July 2016	First full-month of Citywide Organic Collection

Solid Waste & Recycling staff will attend neighborhood and community events and assist with neighborhood communications year round.

# Communication Partners



- Hennepin County Environmental Services
- City of Minneapolis Communications Department
- Neighborhood and Community Relations
- Neighborhood & Community Groups



# Communications Messaging



- What are organics?
- How do I participate?
- When can I start?
- Why should I participate?
- How is compost beneficial?





# Communication Methods

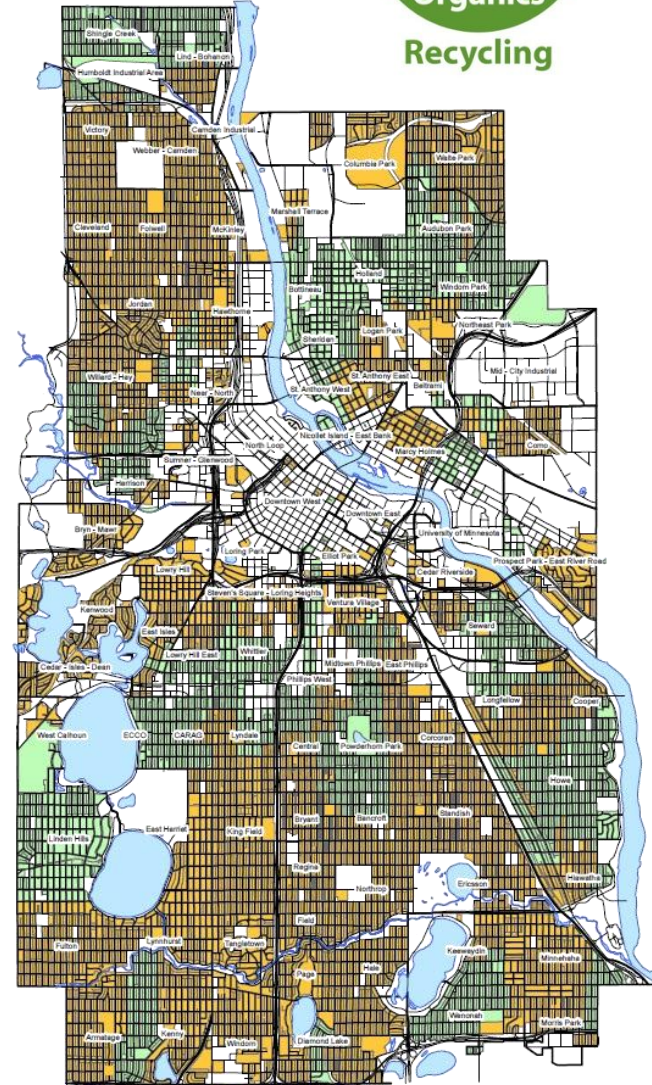
- Direct mail
- City website
- Social media
- Billboards (still and digital)
- City TV channels, YouTube
  - Videos (English, Spanish, Hmong, Somali)
- Newsbites (Council Member newsletters)
- On-hold messages
- Neighborhood & Community events, newsletters, websites
- Internal call center



# Spring 2015 Communications



- Website [www.minneapolismn.gov/organics](http://www.minneapolismn.gov/organics)
  - Phase I and Phase II Map
  - Frequently Asked Questions (FAQs)
  - Subscribe to email updates
- Public Outreach
  - Community Forums
  - Neighborhood Events
- Utility Bill Insert
  - Mailed to all customers in April 2015



# Direct Mail: April 2015



- Phase I and Phase II:
  - It's easy as 1,2,3 Brochure
  - Personalized Letter: "When do you start"
  - "Sign Up Now" Postage Paid Reply Card (to those who have not signed up yet)

(fold and tear along perforation)

\_\_\_\_\_ Yes, I want to participate in the organics recycling program

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Stay updated! Sign up for the organics email list to receive updates on the program roll-out, reminders of what can and cannot go in your organics cart, and helpful tips on how to divert more materials for organics recycling. Sign up now at [www.minneapolismn.gov/organics](http://www.minneapolismn.gov/organics).



# Direct Mail: August 2015



- Postcard mailed to those who had not yet signed up to participate.
- Mailed to 74,774 households
- Directs to call or email to sign-up
- Not as effective as we hoped



# Welcome Kit



Compostable Bag Starter Kit

# Home Setup Tips Guide



# Frequently Asked Questions



- What happens to my organics?
- Will it smell?
- How is organics recycling different from backyard composting?
- Is it better to use the garbage disposal or separate my organic materials for organics recycling?
- Why can't pet waste be included?
- Do I need to use a compostable bag?
- More FAQs available on Organics FAQ webpage.

# Field Driven Education



- Collection Crews
  - Educational tag left on cart when issues with set-out
    - Wrong bags / Unbagged – 182 (<1% of customers)
    - Contamination – 342 (<1% Customers)
  - Follow-up notification mailed to resident
- Field Staff
  - One-on-one resident education



# Public Education



- Outreach at Neighborhood and Community Events
- Targeted outreach to low sign-up neighborhoods
  - Received 1,000 kitchen pails from compostable bag vendor
  - Giving to residents who have not signed up as additional incentive to participate
- Outreach to Neighborhood & Community Groups
  - Hennepin County Green Partners grant program



# Public Education (cont.)



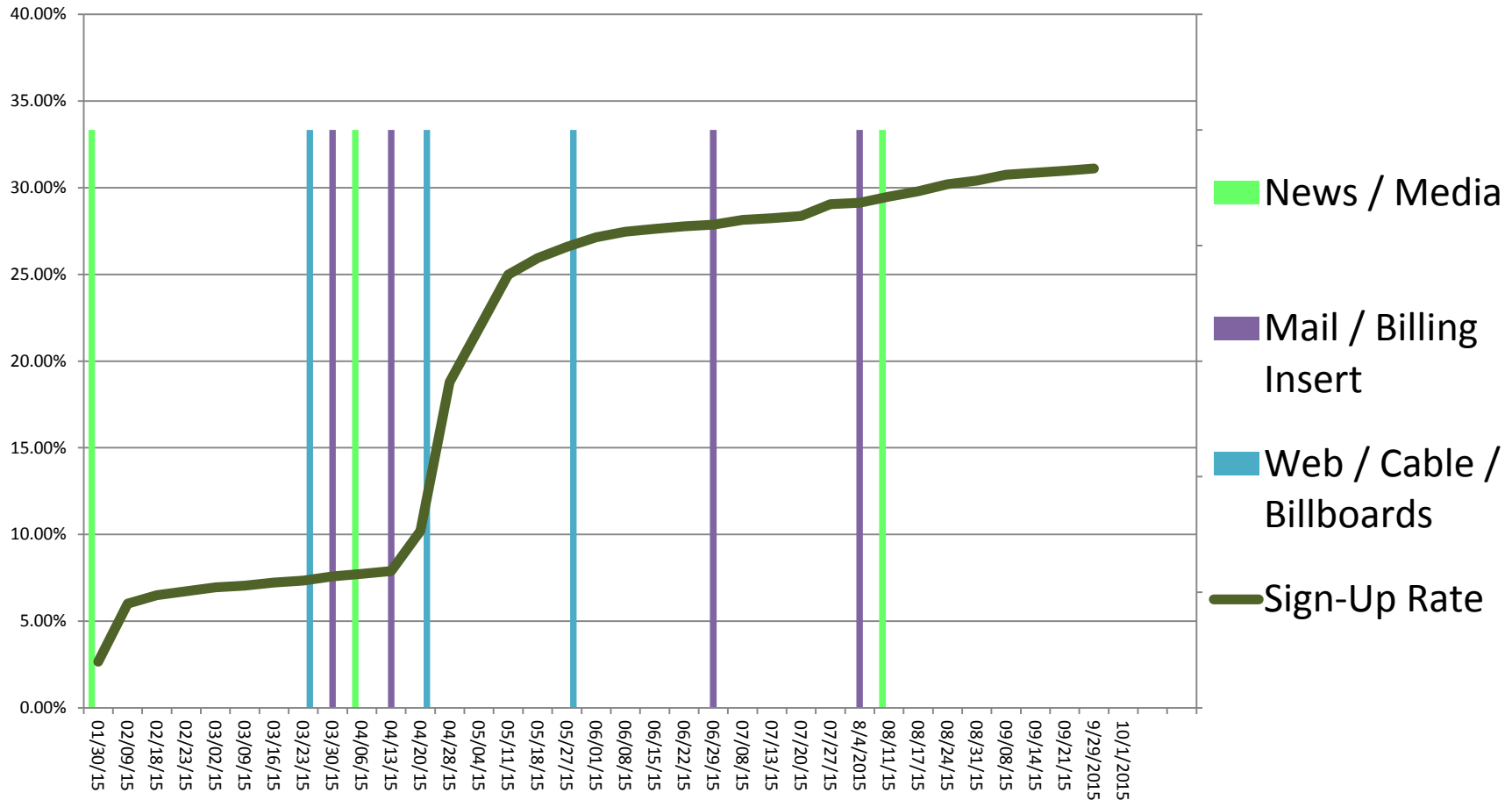
- Additional SCORE funding from Hennepin County to promote organics recycling program:
  - Translated materials developed and distributed
  - Mailing to local stores to encourage them to carry compostable bags
  - Photo contest
  - Alternative media promotions video, radio, etc.



"After composting and recycling, our family of four has just a small bag of trash per week. It's so easy and it feels good knowing we're contributing to waste reduction and healthier soils."

– Felicity Britton, organics recycling pilot participant

# Communication Impact on Sign-ups





# Phase I Statistics

Phase 1 sign-ups: 35%

- 7,105 stops received small organics cart
- 308 stops received a medium organics cart
- 2,324 Phase 1 customers have a small garbage cart
  - 1,326 are new small cart customers
- 2,450 medium carts exchanged in pilot areas for small carts
  - Approx. 50 medium carts will remain in pilot area

# Citywide Organics Recycling Expectations



- 33-40 field and office staff
- 16 packer trucks and 1 cart service truck
- 42,000 households or 40% opt-in
- 8,000 tons annually
- 7.5 pounds per household per week
- Develop way to get compost back to residents who participate in the program



# Recommendations



- Reach customers early and often
- Keep it simple
- Use multiple methods
- Measure the success of the approach, adjust when needed

CITY OF MINNEAPOLIS

# Questions?



Angela Brenny

[angela.brenny@minneapolismn.gov](mailto:angela.brenny@minneapolismn.gov)

Kellie Kish

[kellie.kish@minneapolismn.gov](mailto:kellie.kish@minneapolismn.gov)